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Cap 3

U. S. Department of Agriculture
Extension Service

MONTHLY REPORT OF SIGNIFICANT ACTIVITIES
of the
DIVISION OF EXTENSION INFORMATION
For February 1946

Principal operations of the Division which concern public information about various phases of the extension program, materials developed for extension field use, and some of the service and information activities for the States and counties.

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*This section does not include activities which support specific programs.

I. ANTI-INFLATION

Completed

(1) Weekly Letter to Extension Directors, Feb. 21, re:
(a) OPA agricultural relations office.
(b) Keep ration book No. 4

In preparation

(1) OPA slidefilm on anti-inflation for extension distribution.
(2) Coordinated in preparation of OPA material on anti-inflation for distribution and use of volunteer farmer members of OPA panels.

II. COTTON

Completed

(1) Prepared special letter to magazine and newspaper editors and radio program directors in the South, explaining purpose of cotton program, materials under preparation to stimulate participation; how they can cooperate, and steps being taken to keep them informed on progress of 7-step educational cotton program.
(2) Weekly Letter to Extension Editors, Feb. 5, re:
(a) Synchronized program.
(b) Noted (Georgia Farmers Learn Quality Cotton, by J. P. Carmichael; February Better Farming Methods).

In preparation

(1) Facts About Cotton--60-page background facts for county agents and leaders; essentially approved; art work nearly completed.
(2) Cotton educational folder for the press, being prepared in cooperation with Office of Information.
(3) 3-reel general USDA cotton movie--revised script being prepared.
(4) 1-reel cotton-picking short (shots completed).
(5) Two exhibits by the Exhibits Section on cotton and the South's economy.
(6) A slidefilm, similar to the Facts About Cotton leaflet.

III. 8-POINT DAIRY PROGRAM

Completed

- (1) Weekly Letter to Extension Directors, Feb. 1, re:
 - (a) Dairy industry group meets with PMA.
- (2) Dairy building boom, Nevada (February Extension Service Review).

IV. FARM LABOR

Completed

- (1) Weekly Letter to Extension Editors, Feb. 15, re:
 - (a) Farm labor conferences.
- (2) Hugh Eames attended and participated in regional farm labor meeting in Baltimore, Md.
- (3) February Extension Service Review items:
 - (a) Labor-saving shows.
 - (b) New Hampshire youth in VFW.
- (4) Arranged for article by Irvin H. Schmitt, VFW supervisor, for February Review, entitled "VFW Showed Value of Farm Experience for Urban Youth."
- (5) Hugh Eames visited Ithaca, N. Y., and Philadelphia, Pa., to discuss farm labor program.

In preparation

- (1) VFW Poster, We're Needed Again, in cooperation with VFW Division (in press).
- (2) Leaflet, Youth Learns and Earns, prepared in cooperation with VFW Division (in press).
- (3) Leaflet, Youth Can Help, prepared in cooperation with VFW Division (in press).
- (4) Your Job As a Work Leader, revised in cooperation with farm labor office (in press).
- (5) You're Needed Again, general recruitment poster being prepared in cooperation with farm labor office.

V. FARM SAFETY

VI. FAT SALVAGE

Completed

WEEKLY ITEM REPORT

- (1) Furnished PMA Food Distribution Programs Branch, State items supporting fat salvage program.
- (2) Weekly Letter to Extension Directors, Feb. 1, re:
 - (a) Peet praises extension fat salvage help.
- (3) Weekly Letter to Extension Directors, Feb. 21, re:
 - (a) More fat--more soap.

REGAL MAIL

VII. FIRE PREVENTION

Completed

- (1) Letter for signature of Director Wilson, transmitting informational materials available for use in Spring Clean-up Week.
- (2) Reviewed and cleared information kit for use during Spring Clean-up Week.
- (3) Weekly Letter to Extension Directors, Feb. 21, re:
 - (a) Surplus fire-fighting equipment.

VIII. FOOD PRODUCTION

Completed

- (1) New 11-point program sets peacetime aims, Maryland (February Extension Service Review).

IX. 4-H CLUB WORK

Completed

- (1) Weekly Letter to Extension Directors, Feb. 8, re:
 - (a) 4-H membership under age group.
- (2) Weekly Letter to Extension Directors, Feb. 15, re:
 - (a) 4-H soil conservation contest.
 - (b) See XXI, item 3(b).
- (3) Weekly Letter to Extension Directors, Feb. 21, re:
 - (a) 2,579 4-H members win MacArthur medals.
- (4) Weekly Letter to Extension Editors, Feb. 5, re:
 - (a) Noted (account of West Virginia 4-H camp at Jackson's Mill, by Kenneth Boord, February County Gentleman)

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IX. 4-H CLUB WORK
(Cont.)

Completed

- (5) Weekly Letter to Extension Editors, Feb. 12, re:
 - (a) For National 4-H Club Week.
- (6) Weekly Letter to Extension Editors, Feb. 19, re:
 - (a) A bit more on National 4-H Club Week.
 - (b) Add: Photographic catalog.
- (7) Weekly Letter to Extension Editors, Feb. 26, re:
 - (a) An RFD plugs 4-H Club Week.
- (8) Prepared picture page of 4-H activities for photographic catalog.
- (9) Items and articles for February Extension Service Review:
 - (a) Guideposts for 4-H Clubs in a changing world.
 - (b) 4-H Club Week message from the White House.
 - (c) 4-H Clubs made Christmas decorations (Rhode Island).
 - (d) 4-H Club gives frozen food locker to high school (Maine).
 - (e) Maryland young farmers head rural youth group.
 - (f) Committee plans 4-H Club program.
 - (g) Georgia canning contest.
 - (h) Mexicans youths tour Texas.

X. GOOD NEIGHBOR RELATIONS

Completed

- (1) Conferred with FAR staff members regarding Extension support for Pan American Week.
- (2) See IX, item 9(h).

In preparation

- (1) Information support for Pan American Week.

XI. HOME DEMONSTRATION WORK

Completed

- (1) Cooperated with Mary Rokahr in preparation of letter to go to women's groups and organizations, giving aspects of the women's institute to be held in May.
- (2) Prepared in cooperation with committee on Home Demonstration Week a fact sheet briefly describing its purpose.

XI. HOME DEMONSTRATION WORK
(Cont.)

Completed

(3) Attended several planning sessions looking forward to support of Home Demonstration Week.

(4) Prepared article on the work of the home demonstration agent for use in a future issue of *Practical Home Economics*.

(5) Weekly Letter to Extension Directors, Feb. 1, re:
(a) Home Demonstration Week planned for May.

(6) Weekly Letter to Extension Directors, Feb. 8, re:
(a) New Tennessee Extension publication.
(b) Rural handicraft bulletin.

(7) Weekly Letter to Extension Editors, Feb. 5, re:
(a) National Home Demonstration Week.
(b) Noted (Points on Choosing that Freezer, by O. A. Fitzgerald, February Farm Journal; and Big Business at Bethesda, by Beth Cummings, January Farm Journal).

(8) Weekly Letter to Extension Editors, Feb. 19, re:
(a) Today's Home Builds Tomorrow's World.
(b) See XIX, item 4(a).

(9) Weekly Letter to Extension Editors, Feb. 26, re:
(a) Home Demonstration Week fact sheet.

(10) Extension Service Review items and articles for February:
(a) Volunteer leaders teach coat making (Massachusetts)
(b) News from Mother Walker (South Carolina)
(c) Agents honored for distinguished service.

In preparation

(1) Information program to support Home Demonstration Week.

(2) Rural Handicrafts in the United States (in press).

(3) Home demonstration pictures for photographic catalog.

XII. HOME FOOD PRESERVATION

Completed

(1) Completed production of Slidefilm No. 660, Canning Fruits, which was prepared in cooperation with the Bureau of Human Nutrition and Home Economics.

(2) See IX, item 9 (g).

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XIII. LOCAL LEADERS

XIV. NEGRO EXTENSION WORK

XV. NUTRITION AND HEALTH

Completed

- (1) Weekly Letter to Extension Directors, Feb. 8, re:
(a) BAE report on experimental health program.
- (2) Weekly Letter to Extension Directors, Feb. 15, re:
(a) Family food plane for good nutrition.

XVI. OLDER YOUTH

XVII. PLANNING

Completed

- (1) Arranged for Louis Franke, Texas Extension editor, to attend regional postwar planning meeting in Dallas, Tex., Feb. 6-7, for the purpose of keeping other extension editors informed on the thinking in this field.

XVIII. PUBLICATIONS

Completed

- (1) Weekly Letter to Extension Directors, Feb. 15, re:
(a) Arkansas four-color process plates.
- (2) Weekly Letter to Extension Editors, Feb. 5, re:
(a) Shop talk about Connecticut's workshop.
- (3) Weekly Letter to Extension Editors, Feb. 19, re:
(a) Harding says.
(b) Readability.
- (4) Weekly Letter to Extension Editors, Feb. 26, re:
(a) Peripatetic patter.
(b) Publication orders.
- (5) Harry Mileham visited State extension editors in Ohio, Wisconsin, Minnesota, Iowa, Nebraska, Kansas, and Missouri for the purpose of discussing publications improvement program, and shaping the Federal Extension program to be of most help to State extension workers in this field.
- (6) Editorial Unit edited 164 duplicating jobs consisting of 702 pages.

XIX. RADIO (General)*

Completed

(1) Weekly Letter to Extension Directors, Feb. 1, re:
(a) Regional radio hearings.

(2) Weekly Letter to Extension Editors, Feb. 5, re:
(a) How's your TFT mailing list?
(b) Visual theories applied to radio.
(c) Radio on upbeat in West Virginia.
(d) USDA transcriptions.

(3) Weekly Letter to Extension Editors, Feb. 12, re:
(a) Minnesota director stresses importance of radio.
(b) From Ken Gapen's brief case.
(c) Evening farm program in the offing.
(d) Farm and Home Hour radio stations.
(e) USDA transcriptions.
(f) You may want to listen.

(4) Weekly Letter to Extension Editors, Feb. 19, re:
(a) Eleven thousand women listened.

(5) Weekly Letter to Extension Editors, Feb. 26, re:
(a) New arrangements to provide more radio training schools.

In preparation

(1) Agreement with Radio Service for the cooperative employment of a radio specialist who will service the needs of Extension in strengthening the use of radio in the Eastern United States.

XX. REHABILITATION OF WAR-TORN COUNTRIES

In preparation

(1) Proceedings of the conference on agricultural rehabilitation of war-torn countries (in press).

XXI. UNITED NATIONS ORGANIZATION

Completed

(1) Weekly Letter to Extension Directors, Feb. 15, re:
(a) State Department UNO assembly reports.
(b) 4-H Clubs aid UNRRA projects in Czechoslovakia.
(c) UNO food resolution.

(2) Arranged for article by Dean A. L. Deering, of Maine, for February Extension Service Review, International Extension Service Takes Form, which was sent to selected group of information workers, farm magazine editors, radio farm program directors, and others interested.

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XXII. VETERANS

Completed

(1) Assembled material on veterans' advisory service for use in preparation of script for radio interview of P. V. Kepner.

(2) Furnished materials on veterans' advisory service to C. A. Herndon for use in preparing radio spots.

XXIII. VICTORY GARDENS

Completed

(1) Attended conference called by the Director of National Garden Program to explore garden program for 1946.

(2) Prepared letter for Director's signature to extension directors in 14 States requesting attendance of extension editors at National Garden Conference.

(3) At request of Director of National Garden Program, prepared draft of telegram to State governors and to mayors of 42 of the larger cities, requesting their support in the national garden program.

(4) Attended Office of Information meeting to consider preparation of material to implement 1946 garden program.

(5) Weekly Letter to Extension Directors, Feb. 1, re:
(a) 1946 garden program prospects.
(b) Grand national Green Thumb Winner.

(6) Weekly Letter to Extension Editors, Feb. 21, re:
(a) President urges continued home gardening.
(b) National garden conference, March 26, 27, 28.

XXIV. VISUAL AIDS (General)*

Completed

(1) Weekly Letter to Extension Editors, Feb. 19, re:
(a) News clipping exhibit, New Jersey.
(b) Visual aids service--Michigan.

(2) Weekly Letter to Extension Editors, Feb. 26, re:
(a) Visual aids tip sheet.
(b) Surplus military visual equipment.
(c) Visual aids cartoon spots.

(3) Prepared cartoon spots on erosion for use by State and county extension workers in illustrating circular letters.

(4) Prepared for information and use of State extension workers tip sheet on visual aids.

XXIV. VISUAL AIDS (General)*
(Cont.)

Completed

(5) Prepared statement setting forth in detail procedures for obtaining surplus military visual equipment for State extension workers.

(6) George Ackerman and Clara Bailey visited points in North Carolina and Virginia to obtain photographs for development of a series of kodachrome slides on housing.

XXV. WORLD FOOD FAMINE

Completed

(1) Weekly Letter to Extension Directors, Feb. 8, re:
(a) World food crisis.

(2) Weekly Letter to Extension Directors, Feb. 21, re:
(a) Feed grain situation being studied.

(3) Weekly Letter to Extension Editors, Feb. 12, re:
(a) World food crisis.

(4) Weekly Letter to Extension Editors, Feb. 19, re:
(a) Food statement.

(5) Prepared talk for Director Wilson on the world food famine for use during Iowa Farm and Home Week.

(See also XXIII, Victory Gardens.)

XXVI. MISCELLANEOUS

Completed

(1) Prepared report on high lights of extension activities during February for Office of Budget and Finance.

(2) Attended extension conference on Central States Housing Conference report.

(3) Weekly Letter to Extension Directors, Feb. 1, re:
(a) Creol, Davis, Brehm in Washington.
(b) Significant trend at Cornell.
(c) Three directors at Midwest housing conference.
(d) What makes a good supervisor?
(e) Texas increases salaries of county extension agents.
(f) Extension egg-marketing meeting in South.

XXVI. MISCELLANEOUS
(Cont.)

Completed

(4) Weekly Letter to Extension Directors, Feb. 8, re:
(a) Brief trip to Iowa.
(b) Dean Ellington made Washington director.
(c) Extension workers added with Bankhead-Flannagan funds.
(d) J. L. Boatman back.
(e) Agricultural missionaries seminar.
(f) Rural housing.
(g) Extension studies at Cornell.

(5) Weekly Letter to Extension Directors, Feb. 15, re:
(a) New wage-price policy.
(b) Iowa Farm and Home Week.
(c) Reminder on plans of work.
(d) Enclosures west of the Mississippi.
(e) Extension horticulturist for Western States.
(f) A program for county banks, 1946.
(g) C. C. Hearne to spend year on staff.

(6) Weekly Letter to Extension Directors, Feb. 21, re:
(a) April LGCA executive meeting.
(b) Director Anderson here.
(c) Chicago extension evaluation workshop.
(d) USDA-church leader meeting.
(e) Midwest extension supervisors' conference.
(f) USDA council questions answered.

(7) Weekly Letter to Extension Editors, Feb. 5, re:
(a) Other coming events.
(b) New faces.
(c) Heard from (A. B. Bryan, South Carolina)
(d) More sprightly annual report.
(e) Potato-hay silage.
(f) Snapshots (Director Wilson, P. V. Kepner,
Mr. and Mrs. Walter Stemmons, Sam Reck.)

(8) Weekly Letter to Extension Editors, Feb. 12, re:
(a) Farm paper editors to view USDA research.
(b) ACE ranks raided again.
(c) Add: Job opportunities.
(d) Saddlehorses of the skyways.
(e) Evolution in semantics.
(f) Snapshots (C. L. Mast. Jr., Richard A. Roberts, Glenn Kinghorn,
Grant Salisbury)
(g) Psst! (Clara Bailey-George Ackerman)
(h) New Jersey news school.

XXVI. MISCELLANEOUS
(Cont.)

Completed

(9) Weekly Letter to Extension Editors, Feb. 19, re:
(a) Soil conservation district edition.
(b) Recruiting register.
(c) Joe Beaver teaches tree conservation.
(d) Stories for magazines.
(e) Snapshots (Harry Mileham, Milton Dunk, and Dana Reynolds)

(10) Weekly Letter to Extension Editors, Feb. 26, re:
(a) Heard from (Lowell Treaster).
(b) Annual farm edition: North Carolina.
(c) Weekly letter mailing list.
(d) Snapshots (Harry Mileham, Ladd Haystead, Clara Bailey, George Ackerman, Mrs. Louise Jessen, Louis Brackeen, Casey Charles).

(11) Chief of Division attended New Jersey news school for county agents, and presented a talk on the importance of information and public relations work on the part of county agents.

(12) Committee report on the scope of Extension's educational responsibilities sent to selected group of information workers, farm magazine editors, and others interested in extension work.

(13) February Extension Service Review articles and items:
(a) How goes the soil conservation district?
(b) Steuben County, N. Y., attracts potato growers.
(c) Do you know (Agent J. E. Wylie, Indiana)
(d) Do we need more or less farm or home visiting.
(e) Relative effectiveness of methods to be studied (Wisconsin)
(f) Cornell studies Extension.
(g) Farmers have trading co-op (Wisconsin).
(h) New Hampshire organization study.
(i) Awards for meritorious service.

In preparation

(1) Annual report of Cooperative Extension Work, 1945.

(2) Preparation, in cooperation with Eunice Heywood, of Central States Housing Conference report.

